



**SDG GOOD
PRACTICES**



ACTAsia Annual Report 2021

ACT



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ACTAsia is a multifaceted charity that believes in education to drive long term sustainable change. In 2021 ACTAsia was granted Special Consultative Status with the Economic and Social Council of the United Nations.

Our vision

To create a more compassionate world for animals, people and the environment



2021 – A year to adapt, adjust and achieve, working through COVID19

Foreword by Pei Su, ACTAsia CEO

2021 was another year of significant global uncertainty with restrictions still in place worldwide due to COVID. Everyone was affected in different ways – whether it was suffering because of the virus, managing the challenges of home-schooling, or struggling with the inability to meet friends or loved ones.

Despite the difficulties, ACTAsia pushed on with our vital work implementing our education programmes throughout Asia. We maintained our strength and positive spirit and adapted where needed. We achieved this with our committed staff, volunteers, and supporters, who I cannot thank enough.

2021 was also a momentous year for ACTAsia, receiving three significant awards from the United Nations. These outstanding achievements mark the success of our frontline education work in China and other Asian countries. ACTAsia is incredibly proud of these awards and recognition of our work, and we hope this recognition will help us to reach even more children.

COVID has impacted our way of life, global economies, and well-being. To prevent future pandemics, we must urgently address the root cause of the issues. Teaching children the vital importance of the interconnectivity between animals, humans, and the environment is now more urgent than ever. Our consumer programme highlights the importance of being a compassionate consumer and our fur-free mission. Stopping the production of fur is one action that can help to prevent future pandemics following the discovery that mink were affected by COVID and that racoon dogs are also suspected carrier species.

2021 also saw two major international conferences highlighting our planet's genuine and current danger. The G7 Summit and COP26 welcomed delegates to the UK with climate change and environment discussions at the heart of the agenda. COP26 demonstrated a vitally important chapter in the fight against climate change as delegates from across the globe discussed what action their nations could take to help reverse climate change.

Agreements made at COP26 involve 130 countries, including Pakistan, committing to end and reverse deforestation and cutting methane emissions by 30% by 2030.

Whilst global regulations and discussions are vital, I know we cannot surrender all responsibilities to the high-level COP26 delegates.

We can all play our part in positively impacting our planet by making simple changes to our diet and consumer choices. Caring for animals, people, and the environment is at the heart of ACTAsia's work. It has never been more vital for us to understand the importance of the interconnectedness of all living things and the impact it has on our global health.



2021 programme coverage



2021 Where we work in China

- A. Beijing City
- B. Fujian Province
- C. Gansu Province
- D. Guangdong Province
- E. Guangxi Zhuang Autonomous Region
- F. Guizhou Province
- G. Hainan Province
- H. Hebei Province
- I. Heilongjiang Province
- J. Henan Province
- K. Hubei Province
- L. Hunan Province
- M. Jiangsu Province
- N. Jiangxi Province
- O. Jilin Province
- P. Shaanxi Province
- Q. Shanghai City
- R. Shanxi Province
- S. Sichuan Province
- T. The Inner Mongolia Autonomous Region
- U. Tianjin city
- V. Tibet Autonomous Region
- W. Xinjiang Uygur Autonomous Region
- X. Yunnan Province
- Y. Zhejiang Province



SUSTAINABLE DEVELOPMENT GOALS



ACTAsia receives three awards from the UN in 2021

- 1 | The United Nations Department of Economic and Social Affairs awarded ACTAsia 'Good Practices' for our Caring for Life children's education programme.
- 2 | ACTAsia was accepted by the UN into the Conscious Fashion and Lifestyle Network. ACTAsia is now responsible for updating our work with the network in order to highlight the reach and results from our annual activities.
- 3 | The United Nations Economic & Social Council (ECOSOC) granted special consultative status to ACTAsia.

Caring for Life Education for Children programme receives China Charity Festival Best Programme



Caring for Life Education

For Children

ACTAsia's Caring for Life (CFL) Education Programme for Children aims to help Asian children, aged between 6 and 12 years old, to develop a sense of compassion and responsibility for animals, people and the environment. Taught over six years and based on UNESCO's Four Pillars of Education, the curriculum encompasses social welfare and citizenship, animal welfare and environmental issues.

The course teaches children that all living things are interdependent and that the concept of One Health only comes from caring for all.



ACTAsia's Caring for Life Education for Children
is added to the United Nations Good Practices database.



Caring for Life Education

Lesson Plans (CFL) unique 6-year program for all primary school years was completed in English this year

13,253 children were educated through our Caring for Life curriculum in 2021. All lesson plans have been completed in English and shared with our partners in Pakistan for their rollout.

In China, the six-year lesson plans have been published in full for years 1, 2 and 3, with years 4, 5 and 6 to be completed by the end of 2022.

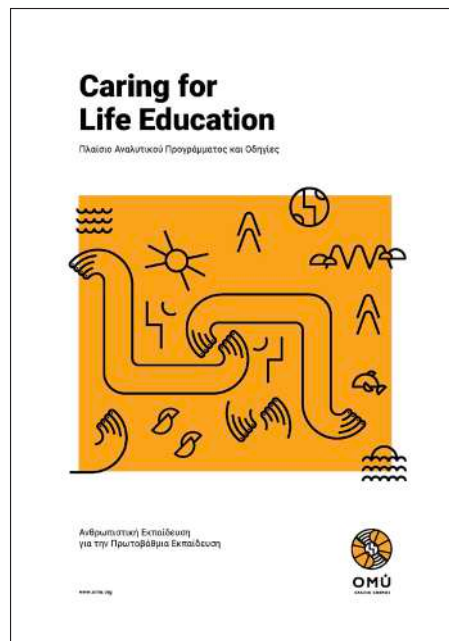
In addition, enrichment lesson plans on Biodiversity and Climate Change were added to the Caring for Life curriculum in English and Chinese.



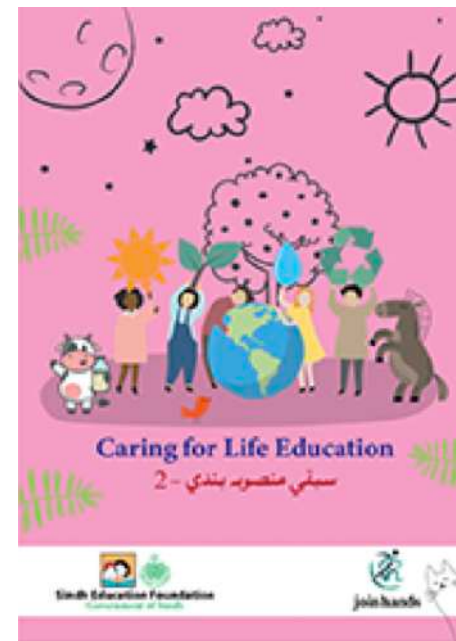
CFL in English



CFL in Chinese



CFL in Greek



CFL in Sindhi

2021 Impact in Numbers

9 Pioneer schools

142 Teachers trained

37,753

Children taught

5,544

Teachers who streamed the Teachers Forum event live



Earth Day

ACTAsia shared its newly written (2020) two enrichment modules on Climate Change and Biodiversity, so that teachers could choose a lesson plan to use on the day to celebrate Earth Day. We offered the resources to our Pioneer schools (9) and to other organisations keen to celebrate Earth Day. We were delighted that 52 schools and clubs signed up to complete activities within 573 lessons reaching an estimated 24,500 children over the course of the events.

The event allows children to learn that the interlink from human behaviour will impact animals and the environment. Furthermore, it makes complex concepts such as climate change and biodiversity loss relatable.



**INVEST
IN OUR
PLANET**

Caring for Life Education for Children

Earth Day Activities

52

Schools and organisations signed up to HU+ online class

573

Lessons

24,500

Children reached



Success Story

Mrs Luo

It was in 2011 that Ms Luo first heard about ACTAsia and the CFL education programme from a young girl called Kiki, who we featured in our 2020 Annual Report. Now a Zhuhai Tangguaoan Memorial Primary school teacher, she has taught the Caring for Life curriculum for over ten years. She is deeply inspired by the themes within CFL education, which teaches highly transferable 'soft skills such as empathy, compassion, communication, and teamwork'. As a result, she is a passionate ambassador of CFL, citing it as an essential addition to the national curriculum, integrating moral education into classroom teaching and permeating daily life.

"Through CFL, I have learnt to be empathetic and think differently. It has changed my relationship with my students and has taught me a deep sense of what education means... I have watched the CFL programme grow from nothing, from a pilot in one city to the whole country and now to the world. The fact that it has had such an impact speaks volumes about the significance of this incredible education programme."



Caring for Life Education For Consumers

ACTAsia's consumer education programme focuses on raising awareness surrounding the exploitation of animals, people, and the environment in production methods for consumer-related items, especially animal-based and plastic products, such as meat, fur or plastic bottles. We highlight the damaging impact of specific techniques and offer suggestions for alternative, more compassionate choices so that consumers can consider the origin of their purchase and if it is necessary. In addition, ACTAsia works with businesses that provide more sustainable products to consumers. This education is essential as information surrounding the true impact and suffering behind many day-to-day consumer goods in Asia isn't readily available. Our pioneering work ensures that people understand the truth behind the adverts and products in this age of mass consumerism.



ACTAsia's Consumer Education Programme promotes a "Fur Free Life" which is now part of the UN Conscious Fashion & Lifestyle Network. We are proud of ACTAsia's role in ensuring that compassion for animals and nature is included in these SDG targets.



**conscious
fashion +
lifestyle
network**



Fur Free Life

ACTAsia's Fur-Free Life project helps consumers make informed choices by shining a light on the reality of the fur industry. We highlight the facts and practices around breeding, animal capture, the conditions that the animals are kept in, slaughter methods and the environmentally damaging production processes of fur.

We publish and update research into these areas and we help people choose alternatives. We do this because the industry is well versed in hiding the brutal realities of fur production.

7th Annual International Fur Free Fashion Festival

Every year, ACTAsia hosts an International Sustainable Fur Free Festival in a major Chinese city. We welcome renowned international speakers who discuss the ethical issues behind fur production, the environmental impact, and the importance of sustainable fashion. In 2021 our event was held in the mega city of Chongqing and attracted over 100 attendees to the Forum, over 3,700 people streaming live, and 4,500 viewing speakers online. Co-hosted by John Lau from London College of Fashion we were thrilled to welcome a range of highly experienced speakers, including the Department of International Trade at the British Consulate, fashion, and beauty corporates from all over the world and talented young Chinese fashion designers.



The damaging effects

of fur farming on animal, human and the environment health

Fashion should be sustainable and should reduce pollution and its damage to the environment. By highlighting the fur free, sustainable campaign it is hoped that animal welfare will now take a prominent place on the catwalk as we strive to promote a more humanitarian approach to fashion.

China as the hub of the global fur trade producing more animals for their pelts than any other country in the world. Fur farming is simply unnecessary. COVID-19 in mink and their cycle of culling demonstrates the connection and importance of One Health. The environmental damage caused by fur farming means the issue is no longer solely an ethical decision.



2021 Impact in Numbers

1st

Ever Fur Free
Day in China!

10

Fashion retailers
pledging to go
Fur Free

8200

Online viewings for two
Sustainable Fur Free
Fashion Forums

40 million

Reach for the Fur Free Festival including thirty
media agencies reporting on the event

Success Story

John Lau

John Lau is the Dean of Academic Strategy at London College of Fashion, UAL and has been instrumental in highlighting ACTAsia's work to students and the wider world. John's involvement with ACTAsia started five years ago after an engaging meeting with Pei at the college.

"I realised we could do much more through education at London College of Fashion. It's all about education, and the education side of ACTAsia resonated strongly with me. When I truly understood ACTAsia and its scope, I realised I could help – in my small way. This idea started with joining ACTAsia's Sustainable Fur Free Fashion Forum and Show in Shanghai and slowly snowballed into developing the online FutureLearn curriculum for fashion students, which could also be used to target a bigger online audience".

"To me, it starts and ends with education. So, if I can be of some influence to young people through education and help them to make an informed decision about whether to use fur or not, then I am making a difference".



Compassionate Choices Network

The network is ACTAsia's latest venture. We aim to support Asian groups in identifying solutions for the challenges they face by highlighting the importance of making compassionate choices in the areas of food, clothing, the home and transport.



ACTAsia's Compassionate Choices Network (CCN) is working with Asian organisations from Japan, Vietnam, India, mainland China, and Taiwan.

Our goal is to enable Asian leaders to create long-term sustainable options to resolve harmful practices affecting animals, people, and the environment.

6 Asian based NGO's have joined CCN so far



Animal rights Centre Japan



Sharan India



Life Conservationist Association Taiwan



Good Food Fund China



ACRES Singapore



Song Thuan Chay Vietnam

Caring for Life Education For Professionals

We know that in any society, some people are in a position to influence more than others, therefore we focus on professional education as part of our Caring for Life programme. ACTAsia offers training and professional development to the most influential community members, such as veterinarians, lawyers, doctors, officials, journalists and more. By doing this, these influential professionals can make informed decisions in their work, lead by example and educate and influence many more professionals. By using these networks of professionals, we can spread our message of compassion and kindness further afield and more effectively.



Vets for Change Veterinary Training

In many countries people take it for granted that veterinarians know how to deal with domestic pets like cats and dogs, but in China veterinary knowledge is often limited just to animal husbandry (for farming). Likewise, the notion of animal sentience isn't taught and understood like it is in many other countries. As a result, some veterinarians in China are not sufficiently trained or well equipped to deal with the growing number of domestic animals, wildlife or street dogs and cats.

ACTAsia works with Vets for Compassion (Australia) to host regular workshops, where veterinarians learn best practice, including animal sentience, the best anaesthesia techniques for surgery, current spay and neuter methods, how to manage pain and how vaccination programmes can control rabies in communities. We promote responsible pet ownership and we encourage collaboration between vets and government officials in addition to local animal protection groups.

Our trainee vets go on to become trainers themselves, spreading their new knowledge, learnings and techniques to their peers. This peer-to-peer training helps ACTAsia maximise our resources and spread knowledge further and more effectively.



Success Story

Dr Yin

Dr Yin's veterinary expertise has tremendously influenced both the profession and pet owners in China. Train the Trainer is a programme that works through the ripple effect of teaching volunteer veterinary trainers the techniques they need for humane, good practice in their surgeries. In turn, these vets train many other veterinarians in a variety of locations, therefore spreading critical education to improve the welfare of animals who receive treatment. The World Veterinary Association and Ceva have recently recognised Dr Yin's efforts. In May 2018, she received a well-deserved award for her contribution to animal welfare and protection. Dr Yin is a professional who has worked tirelessly to promote the welfare of animals, both in her role as a veterinary trainer and independently. She has advocated using anaesthetic and analgesia to colleagues and pet owners, promoted the basic welfare needs of sentient beings, and vaccinated many pets against rabies free of charge.

"Things are changing now in China, partly because of the veterinary training programme run by ACTAsia and Vets for Compassion (VFC). As vets we learn that it is not enough to treat physical symptoms, we have an obligation to teach an awareness that animals are sentient beings, who have needs and feelings... I'm proud to be part of a programme that trains more and more vets, who spread ripples of compassion further and further into China."



"I have worked with stray animal organisations applying TNR (Trap Neuter Release) to local stray animals. I hope in this way the government will understand that it's feasible to control the number of stray animals with the help of sterilisation."

2021 Impact in Numbers

THREE

New vet trainers.
Brings total
trainers to 29.

465

Owners reached

884

Animals treated

1569

Animals neutered

Compassion in Fashion

FutureLearn Open course

The world's first fur-free fashion course for higher education students

Compassion in Fashion: Sustainability and the Global Fur Trade is ACTAsia's innovative professional education course for fashion students and professionals. ACTAsia is the first NGO to create a fashion course focusing on sustainability through the lens of fur-free that is globally accessible, making it a significant milestone in fur-free education. ACTAsia recognises fur-free as an integral part of sustainable fashion and the importance of China's role in the global fur industry. Compassion in Fashion is a collaboration with key stakeholders from the fashion industry on an international level to bridge the gap between China's fashion production choices and the direction of the global fashion industry. Compassion in Fashion targets students and academia through the online course offered in collaboration with John Lau (Interim Dean of Academic Strategy, London College of Fashion). By providing the latest information and resources, it aims to create a network of professionals who will influence the future of Fashion and steer it towards a fur-free future.



School Teacher

Training Programmes

Years of experience in education have taught us that running high-impact, effective education programmes aren't as simple as just delivering textbooks to schools. So, as part of our Caring for Life for children's programme, we train teachers in the best teaching methods for our humane education programme, and we integrate our materials and classes directly into the school curriculum.

This embeds the learning into the current systems, ensuring that it is seen as an everyday part of the school's teaching—rather than an additional workload. We provide workshops, lesson plans, and classroom support when required to further support the teachers.

Focusing on teacher training enables us to maximise the impact of our children's education programme. By delivering our curriculum and materials impactfully, we are also ensuring that every child reached engages fully, learns more and ultimately becomes a better citizen for animals, people and the environment.



Impact

Guiding professionals to implement sustainable solutions

ACTAsia are working alongside professionals such as teachers and fashion designers to implement long lasting change that will make a significant difference to generations to come. These professionals will be shaping children and fashion wearers of the future – offering sustainable and compassionate solutions.



Caring for Life in Higher Education

Working with leading universities
expanding compassion within
institutions

ACTAsia is part of London College of Fashion's Collaborative Challenge unit through which, post-graduate and Master's fashion students have the opportunity to collaborate across disciplines to address current and vital challenges affecting the fashion industry.

Each year, ACTAsia sets the brief for the challenge which is student-led and requires students to be motivated and proactive drawing on teamwork, design thinking, problem-solving, project planning and negotiation skills.

Students were asked to challenge the fashion industry by teaching new design philosophies and communication strategies for professionals, consumers or students.

Themes of compassion, environment, humans/society and care for animals had to be incorporated and the fashion industry, design process and communication methods to be critically analysed with a proposition for a meaningful way forward.



The impact of COVID

on our work

The origin of COVID19 is hugely debated, and its link with zoonoses – a disease that can jump from animal to human. We all need to adopt a One Health approach whereby humans can only be healthy when we are protecting animals and nature. ACTAsia is a key member of the End Pandemics Alliance, and our CEO and founder, is the co-chair of the alliance. We work together collectively with organisations across the globe, offering solutions through our work to prevent future pandemics. The goal, as set out by the End Pandemics Alliance, is: 'Preventing future pandemics by ending the commercial trade in wild animals, expanding wild habitat, and protecting livelihoods.' We believe that it is vital for individuals and corporations to understand the pandemic's origins. Then, society can play a part in protecting human, animal, and environmental life by implementing the steps on the roadmap and thereby preventing future devastation – both in terms of future pandemics and the long-term health of our planet.



Financial Review

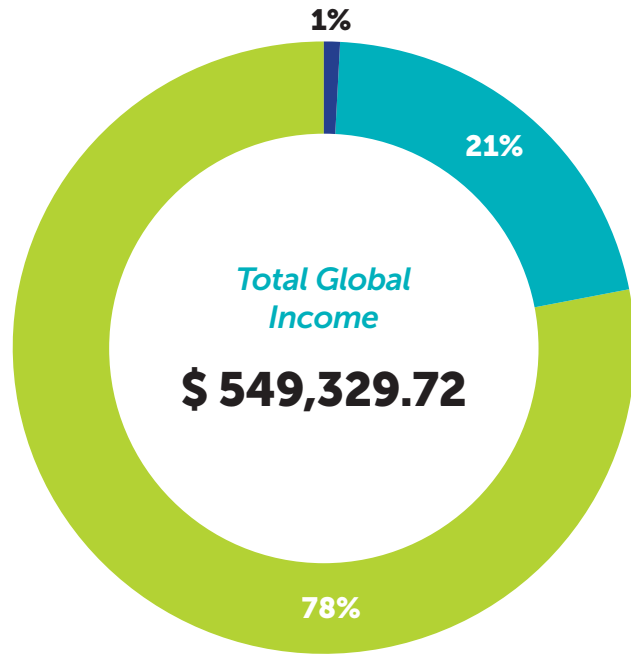
2021 was another challenging year coping with the devastating consequences of the COVID pandemic, not just for hundreds of our beneficiaries, but the experiences that our staff in Asia and Europe have all lived through.

Despite these difficulties we have continued our vital work in Asia to promote compassion for people, kindness towards animals and respect for our beautiful planet.

Thank you to our worldwide family of supporters, trusts and foundations and corporations for your generous support of our mission.



Income

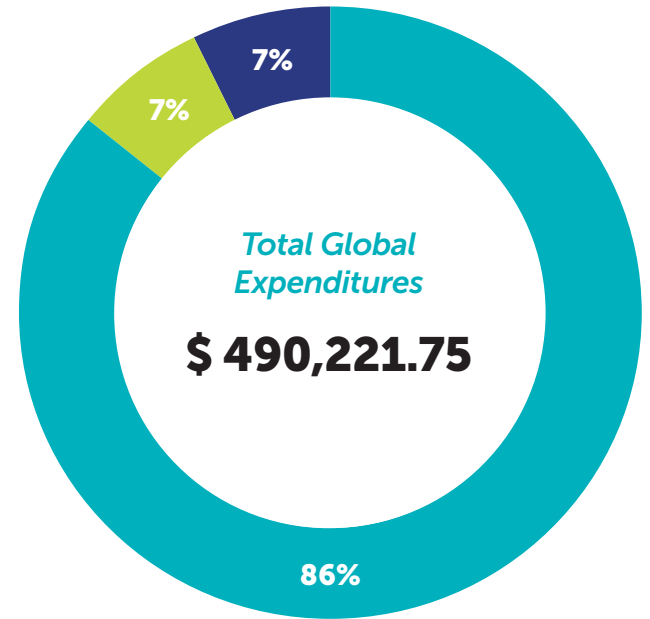


- Individual – 21%
- Trusts & Grants – 78%
- Other Receipt – 1%






Expenditures



- Programme – 86%
- Fundraising – 7%
- Support & Running – 7%



Thanks to you we can continue to work towards a kinder more compassionate world where people, animals and nature can live together in harmony. Thank you for your continued support.

ACT





Action for compassion through education

www.actasia.org · info@actasia.org

ACTAsia is registered as a non-profit organisation in the UK, the Netherlands, and Australia, with 501(c)3 status in the US and offices in China. ACTAsia has a Special Consultative Status with UN ECOSOC. We work to drive long term, sustainable change for animals, people and the environment through a range of tailored education programmes across Asia. Our UN awarded education programmes work across three sectors of society: children, consumers and professionals.